

Page 86, line 9 Change "timer based" to  
--timer-based--;

Page 89, line 27 After "response", insert --to--;  
and

Page 90, line 7 Change "in" to --into--.

IN THE CLAIMS-

To facilitate entry of the following changes, the Applicants have also submitted herewith substitute pages providing all the pending claims, as they now stand, incorporating the changes indicated below.

Cancel claim 2 and substitute therefor new claim 106 as follows:

--106. A computer readable medium storing a first web page wherein the first web page comprises a plurality of computer readable instructions, the instructions representing page content and embedded code, wherein the code, when executed by a client computer, causes the computer to:

download, from a network server and while the computer renders the first web page to a user through an output device operative in conjunction with the computer, at least one file which is to be subsequently employed, by the processor, to render an information object; and

in response to a user-initiated event, detected by the computer, for transitioning from the first web page to a next successive web page and which signifies a start of a next interstitial interval, suspend further downloading of

15 files and process the one file so as to render the  
16 information object through the output device to the user  
17 during the interval; and  
18 wherein use of the code eliminates a need to store  
19 content for the information object within the first web page  
20 thereby decoupling the object content from the first web  
21 page. --.

Re-write claims 3 and 10 as follows:

1 --3. (amended) The medium recited in claim [2] 106 wherein  
2 the [tag] code comprises an advertising tag, the network  
3 server comprises an advertising server and the information  
4 object comprises a web advertisement.

1 10. (amended) The media recited in claim 9 wherein the  
2 corresponding [life cycle] substitute methods cause the Ad  
3 Controller and Transition Sensor applets to persistently  
4 remain in the browser storage as the browser transitions  
5 across successive web pages and different web sites. --.

Cancel claim 11.

Re-write claims 13, 16 and 17 as follows:

1 --13. (amended) The media recited in claim [11] 10 wherein  
2 the advertising tag further comprises first and second  
3 components, the first and second components specifying the  
4 script and the advertising server, respectively.

1 16. (amended) The media recited in claim 15 wherein the  
2 advertising files comprise at least one media file or at  
3 least one player file necessary to render [an associated]  
4 the one media file.

1 17. (amended) The media recited in claim 16 wherein the Ad  
2 Descriptor file comprises a list having: a name of each  
3 player and media file that constitutes the downloaded  
4 advertisement, a corresponding network address at which said  
5 each file can be accessed, configuration information for at  
6 least one of the player files for properly configuring [the]  
7 a corresponding player to render an associated media  
8 file. --.

Cancel claim 19.

Re-write claims 20 and 25 as follows:

1 --20. (amended) The media recited in claim [19] 18 wherein  
2 as a result of executing the tag, the computer determines,  
3 through the agent, whether a new version of either the  
4 Transition Sensor applet or the Ad Controller applet then  
5 resides on the distribution server relative to a  
6 corresponding version, if any, of the Transition Sensor and  
7 Ad Controller applets, respectively, then residing in the  
8 browser storage; and  
9 if said new version exists on the distribution server,  
10 downloading the new version from the distribution server  
11 into the browser storage and executing the new version in  
12 lieu of the corresponding version.

1 25. (amended) The media recited in claim 24 wherein the  
2 corresponding [life cycle] substitute methods cause the Ad  
3 Controller and Transition Sensor applets to persistently  
4 remain in the browser storage as the browser transitions  
5 across successive web pages and different web sites. --.

Cancel claim 26.

Re-write claims 28 and 32 as follows:

1 --28. (amended) The media recited in claim [26] 25 wherein  
2 the advertising tag further comprises a component specifying  
3 the advertising server.

1 32. (amended) The media recited in claim 31 wherein the Ad  
2 Descriptor file comprises a list having: a name of each  
3 player and media file that constitutes the downloaded  
4 advertisement, a corresponding network address at which said  
5 each file can be accessed, configuration information for at  
6 least one of the player files for properly configuring [the]  
7 a corresponding player to render an associated media  
8 file. --.

Cancel claim 34.

Re-write claim 35 as follows:

1 --35. (amended) The media recited in claim [34] 33 wherein  
2 as a result of executing the tag, the computer determines,  
3 through the agent, whether a new version of either the  
4 Transition Sensor applet or the Ad Controller applet then  
5 resides on the distribution server relative to a

6 corresponding version, if any, of the Transition Sensor and  
7 Ad Controller applets, respectively, then residing in the  
8 browser storage; and

9 if said new version exists on the distribution server,  
10 downloading the new version from the distribution server  
11 into the browser storage and executing the new version in  
12 lieu of the corresponding version. --.

Cancel claim 36 and substitute therefor new claim 107 as follows:

1 --107. A method for use in a computer having a processor  
2 and a memory, the memory connected to the processor and  
3 storing both computer executable instructions and a first  
4 web page, the first web page having a plurality of computer  
5 readable instructions representing page content and embedded  
6 code, the method comprising the steps performed by the  
7 processor, in response to the executable instructions and as  
8 a result of executing the code, of:

9 downloading, from a network server and while the  
10 computer renders the first web page to a user through an  
11 output device operative in conjunction with the computer, at  
12 least one file which is to be subsequently employed, by the  
13 processor, to render an information object; and

14 in response to a user-initiated event detected by the  
15 computer for transitioning from the first web page to a next  
16 successive web page and which signifies a start of a next  
17 interstitial interval, suspending further downloading of the  
18 further file and processing the one file so as to render the  
19 object through the output device to the user during the  
20 interval;

21 wherein use of the code eliminates a need to store  
22 content for the object within the first web page thereby  
23 decoupling the object content from the first web page. --.

Re-write claims 37, 41 and 44 as follows:

1 --37. (amended) The method recited in claim [36] 107 wherein  
2 the [tag] code comprises an advertising tag, the network  
3 server comprises an advertising server and the information  
4 object comprises a web advertisement.

1 41. (amended) The method recited in claim 40 further  
2 comprising the of step, performed by the processor in  
3 response to the stored executable instructions, of executing  
4 the first web page, including the tag, under the web  
5 browser, and subsequently the agent.

1 44. (amended) The method recited in claim 43 further  
2 comprising the step, as a result of the corresponding [life  
3 cycle] substitute methods, of causing the Ad Controller and  
4 Transition Sensor applets to persistently remain in the  
5 browser storage as the browser transitions across successive  
6 web pages and different web sites. --.

Cancel claim 45.

Re-write claims 47 and 51 as follows:

1 --47. (amended) The method recited in claim [45] 44 wherein  
2 the advertising tag further comprises first and second  
3 components, the first and second components specifying the  
4 script and the advertising server, respectively.

51. (amended) The method recited in claim 50 wherein the Ad  
Descriptor file comprises a list having: a name of each  
player and media file that constitutes the downloaded  
advertisement, a corresponding network address at which said  
each file can be accessed, configuration information for at  
least one of the player files for properly configuring [the]  
a corresponding player to render an associated media  
file. /--.

Cancel claim 53.

Re-write claims 54, 56 and 59 as follows:

--54. (amended) The method recited in claim [53] 52 further  
comprising the steps, performed in the processor in response  
to executing the tag, of:

determining, through the agent, whether a new version  
of either the Transition Sensor applet or the Ad Controller  
applet then resides on the distribution server relative to a  
corresponding version, if any, of the Transition Sensor and  
Ad Controller applets, respectively, then residing in the  
browser storage; and

if said new version exists on the distribution server,  
downloading the new version from the distribution server  
into the browser storage and executing the new version in  
lieu of the corresponding version.

56. (amended) The method recited in claim 55 further  
comprising the steps, performed by the processor in response  
to the stored executable instructions, of executing the  
first web page, comprising the tag, under the web browser,  
and subsequently the agent.

1 59. (amended) The method recited in claim 58 further  
2 comprising the step, as a result of the corresponding [life  
3 cycle] substitute methods, of causing the Ad Controller and  
4 Transition Sensor applets to persistently remain in the  
5 browser storage as the browser transitions across successive  
6 web pages and different web sites. --.

Cancel claim 60.

Re-write claims 62, 65 and 66 as follows:

1 --62. (amended) The method recited in claim [60] 59 wherein  
2 the advertising tag further comprises a component specifying  
3 the advertising server.

1 65. (amended) The method recited in claim 64 wherein the  
2 advertising files comprise at least one media file, or said  
3 one media file and at least one player file necessary to  
4 render the one media file.

1 66. (amended) The method recited in claim 65 wherein the Ad  
2 Descriptor file comprises a list having: a name of each  
3 player and media file that constitutes the downloaded  
4 advertisement, a corresponding network address at which said  
5 each file can be accessed, configuration information for at  
6 least one of the player files for properly configuring [the]  
7 a corresponding player to render an associated media  
8 file/ --.

Cancel claim 68.



Re-write claim 69 as follows:

--69. (amended) The method recited in claim [68] 67 further comprising the steps, performed by the processor, in response to executing the tag, of:

determining, through the agent, whether a new version of either the Transition Sensor applet or the Ad Controller applet then resides on the distribution server relative to a corresponding version, if any, of the Transition Sensor and Ad Controller applets, respectively, then residing in the browser storage; and

if said new version exists on the distribution server, downloading the new version from the distribution server into the browser storage and executing the new version in lieu of the corresponding version. --.

Cancel claim 70 and substitute therefor new claim 108 as follows:

--108. Apparatus for rendering an information object in response to a first web page containing embedded code, the apparatus comprising:

a processor; and

a memory, the memory connected to the processor and storing both computer executable instructions and the first web page, the first web page having a plurality of computer readable instructions representing page content and the embedded code;

wherein the processor, in response to the executable instructions and as a result of executing the code:

downloads, from a network server and while the computer renders the first web page to a user through an

14 output device operative in conjunction with the computer, at  
15 least one file which is to be subsequently employed, by the  
16 processor, to render an information object; and

17 in response to a user-initiated event detected by  
18 the computer for transitioning from the first web page to a  
19 next successive web page and which signifies a start of a  
20 next interstitial interval, suspends further downloading of  
21 files and processes the one file so as to render the  
22 information object through the output device to the user  
23 during the interval; and

24 wherein use of the code eliminates a need to store  
25 content for the information object within the first web page  
26 thereby decoupling the object content from the first web  
27 page. --.

Re-write claims 71, 75 and 78 as follows:

1 --71. (amended) The apparatus in claim [70] 108 wherein the  
2 [tag] code comprises an advertising tag, the network server  
3 comprises an advertising server and the information object  
4 comprises a web advertisement.

1 75. (amended) The apparatus recited in claim 74 wherein the  
2 processor, in response to the stored executable  
3 instructions, executes the first web page, including the  
4 tag, under the web browser, and subsequently the agent.

1 78. (amended) The apparatus recited in claim 77 wherein the  
2 processor, as a result of the corresponding [life cycle]  
3 substitute methods, causes the Ad Controller and Transition  
4 Sensor applets to persistently remain in the browser storage

5 as the browser transitions across successive web pages and  
6 different web sites. --.

Cancel claim 79.

Re-write claims 81, 84 and 85 as follows:

71 --81. (amended) The apparatus recited in claim [79] 78  
2 wherein the advertising tag further comprises first and  
3 second components, the first and second components  
4 specifying the script and the advertising server,  
5 respectively.

71 84. (amended) The apparatus recited in claim 83 wherein the  
2 advertising files comprise at least one media file, or at  
3 least one player file necessary to render [an associated]  
4 the one media file.

1 85. (amended) The apparatus recited in claim 84 wherein the  
2 Ad Descriptor file comprises a list having: a name of each  
3 player and media file that constitutes the downloaded  
4 advertisement, a corresponding network address at which said  
5 each file can be accessed, configuration information for at  
6 least one of the player files for properly configuring [the]  
7 a corresponding player to render an associated media  
8 file. --.

Cancel claim 87.

Re-write claims 88, 90 and 93 as follows:

1 --88. (amended) The apparatus recited in claim [87] 86  
2 wherein the processor in response to executing the tag:  
3 determines, through the agent, whether a new version of  
4 either the Transition Sensor applet or the Ad Controller  
5 applet then resides on the distribution server relative to a  
6 corresponding version, if any, of the Transition Sensor and  
7 Ad Controller applets, respectively, then residing in the  
8 browser storage; and  
9 if said new version exists on the distribution server,  
10 downloads the new version from the distribution server into  
11 the browser storage and executes the new version in lieu of  
12 the corresponding version.

1 90. (amended) The apparatus recited in claim 89 wherein the  
2 processor in response to the stored executable instructions,  
3 executes the first web page, comprising the tag, under the  
4 web browser, and subsequently the agent.

1 93. (amended) The apparatus recited in claim 92 wherein the  
2 processor, as a result of the corresponding [life cycle]  
3 substitute methods, causes the Ad Controller and Transition  
4 Sensor applets to persistently remain in the browser storage  
5 as the browser transitions across successive web pages and  
6 different web sites. --.

Cancel claim 94.

Re-write claims 97 and 100 as follows:

1 ~~97~~-97. (amended) The apparatus recited in claim [94] 93  
2 wherein the advertising tag further comprises a component  
3 specifying the advertising server.

1 ~~100~~ 100. (amended) The apparatus recited in claim 99 wherein,  
2 the advertising files comprise at least one media file or at  
3 least one player file necessary to render [an associated]  
4 the one media file. --.

Cancel claim 103.

Re-write claims 104 and 105 as follows:

1 ~~104~~ --104. (amended) The apparatus recited in claim [103] 102  
2 wherein the processor, in response to executing the tag:  
3 determines, through the agent, whether a new version of  
4 either the Transition Sensor applet or the Ad Controller  
5 applet then resides on the distribution server relative to a  
6 corresponding version, if any, of the Transition Sensor and  
7 Ad Controller applets, respectively, then residing in the  
8 browser storage; and  
9 if said new version exists on the distribution server,  
10 downloads the new version from the distribution server into  
11 the browser storage and executes the new version in lieu of  
12 the corresponding version.

1 105. (amended) The apparatus recited in claim [103] 102  
2 wherein the output device is a display. --.